



## *San Francisco...On Your Own*



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### COST KEY:

(**\$**) - BRONZE (Low Cost)

(**\$****\$**) - SILVER (Moderate)

(**\$****\$****\$**) - GOLD (High Cost)

**Please Note: The TAXI FARES listed are estimates (tip included).**

## The Neighborhoods of San Francisco





## San Francisco.....On Your Own

### #1. South of Market (SOMA)

**Let your San Francisco adventures begin!** Starting from the front steps of the NCBC conference hotel (<http://www.marriott.com/hotels/travel/sfodt-san-francisco-marriott/>), you are in the middle of one of San Francisco's busiest neighborhoods. South of Market (SOMA) is a huge district, sprawling from the Embarcadero to Eleventh Street, between Market and Townsend. The neighborhood is a patchwork of warehouses, swanky nightspots, residential hotels, art spaces, loft apartments and furniture showrooms.

SOMA has its roots in the old nickname "South of the Slot," referring to its position on the "wrong side" of the Market Street cable car track when it was an industrial district of factories and Gold Rush immigrant workers, but those days are long gone. SOMA is large and spread out, so if you do find yourself roaming around, ask any local and they'll be more than happy to help you out. To get the most out of SOMA, target your exploration in the pockets of culture around Yerba Buena, South Park and Eleventh Street, and you'll be sure to stumble upon lots of hidden treasures and funky urban charm.

For those wanting to see, hear and taste everything in SOMA, visit: <http://www.livesoma.com/>.

### **Some of the more "interesting" sights and sounds of SOMA:**

**California Historical Society:** The organization's museum galleries showcase the history of the Golden State through photography, manuscripts, posters and artwork. Recent exhibits have looked at sunken Gold Rush treasure, citrus label art and California as it was in 1900. The North Baker Research Library is open to the public, and there is also a museum store. 678 Mission St., (415) 357-1848 <http://www.californiahistoricalsociety.org/>

**Alice Street Community Gardens:** This small but surprisingly serene urban garden is kept and manicured by 164 seniors and younger disabled people from the neighborhood, who each get a plot for creative expression. Everything from Chinese vegetables to roses and daisies grows here, watched over by a 9-story painting entitled "Manila Village Mural." The garden is open during daylight with wooden tables for picnics. At the intersection of Bonifacio and Lapu Lapu (in the blocks bordered by 4<sup>th</sup> and 3<sup>rd</sup>, Folsom and Harrison).

**Cartoon Art Museum:** Charles Schulz supplied the funds that allowed this museum to officially set up shop, bestowing his blessing on its mission to preserve and exhibit cartoon art "in all its forms." Special exhibits have looked at subjects such as superheroes in comics, great women cartoonists, comic strip controversies, the art of Edward Gorey and the work of the Peanuts' creator himself. 655 Mission St., (415) 227-8666. <http://cartoonart.org/>

**San Francisco Museum of Modern Art:** Inside the striking building is a modern art collection that boasts excellent touring exhibits, films and photography. The permanent collection includes works by Pollack, Warhol, Matisse, Picasso and O'Keeffe, as well as artists with a connection to the Bay Area, such as Diebenkorn and Thiebaud. Have an espresso at the relaxed café before tackling the top-notch gift shop full of sleek gadgets and glossy art books. Half-price on Thursday nights, from 6 to 9 pm; the first Tuesday of every month is free. 151 3<sup>rd</sup> St., (415) 357-4000. <http://www.sfmoma.org/>

### **Need some food and fun? Check out these local favorites:**

**Asia SF:** Pan-Asian-Californian fare battles for attention with the tall, glamorous gender illusionists who serve it, and despite the competition the food manages to shine. Plush surroundings provide the perfect backdrop for the sexy and campy waiters. 201 9<sup>th</sup> St. (at Howard Street), (415) 255-2742.

<http://www.asiasf.com/index.php>

**Canton:** Some of best dim sum in the city. Don't miss the chicken thighs, dumplings and bok choy in oyster sauce. 655 Folsom St. (near 3<sup>rd</sup> St.), (415) 495-3064.

<http://www.cantonsf.com/>

**LuLu:** This nationally award-winning restaurant is housed in the vaulted space of an exposed-beam converted warehouse. Choose from Mediterranean-influenced dishes, pizzas, pastas, and rotisserie items. The staff is cool, but welcoming. 816 Folsom St. (between 4<sup>th</sup> and 5<sup>th</sup> streets), (415) 495-5775.

<http://www.restaurantlulu.com/>

**Town Hall:** San Francisco's modern urbanity meets New England's homey simplicity at this restaurant from the Postrio gang. The dining room, with a long mahogany bar stretching from the entry, is a mix of old-fashioned creamy wainscoting with gilt-framed portraits from grandma's parlor and blow-your-lights-out starburst chandeliers salvaged from 1930s Spanish Harlem. The menu is a fusion of traditional American flavors and 21st century creativity of East Coast and West, with appetizers like baby spinach salad sporting cornmeal-fried oysters and entrees such as the pork chop coated with New Orleans-style tasso and peanuts. 342 Howard St. (at Fremont), (415) 908-3900.

<https://www.townhallsf.com/flash/>

### **For those needing to quench their thirsts:**

**21st Amendment:** The 21st amendment meant the freedom and the right to brew beer. This brewery seeks to bring the "local" back to the beer culture of the Bay Area. 563 2<sup>nd</sup> St., (415) 369-0900.

<http://21st-amendment.com/splash.html>

**Gordon Biersch:** One of those brewpubs where the food should be taking a back seat to the beer. It stands out as an after-work bar and is a great place to hang out, with two levels for roaming around and at least four house brews (in addition to a full bar) to sample. 2 Harrison St. (at Embarcadero), (415) 243-8246.

<http://www.gordonbiersch.com/>

**Thirsty Bear:** Known for its tapas -- there are more than 30 varieties to choose from -- this restaurant also serves top-notch entrees and desserts. Thirsty Bear draws a boisterous after-work crowd. 661 Howard St. (near Hawthorne Lane), (415) 974-0905.

<http://www.thirstybear.com/>

### **If You've got the Shopping itch:**

**440 Brannan:** This edgy clothing boutique designs well-cut, affordable pieces with an urban look. Fabrics tend toward stretch, dark denim and wearable synthetics. Look for the signature orange windbreaker hanging over the door. 440 Brannan, (415) 957-1411.

**Adolph Gasser:** A one-stop nirvana for photo geeks, this huge store, boasting the largest inventory of its kind in Northern California, is stocked with everything a professional (or a wannabe) could ask for. Also, rent still and video cameras. 181 2<sup>nd</sup> St., (415) 495-3852.

**Isda & Co.:** The spare decor of this shop echoes the aesthetic of its clothing for men and women and its home accessories collection. Clothes are cut in loose, simple shapes, in natural fabrics and colors. Look for luxe items like silky pajamas, deep-pile bathrobes, minimalist vases and polished wooden boxes. Also visit the outlet a few doors down. 29 South Park, (415) 512-0313.

**Jeremy's:** You never know what treasure you might uncover at Jeremy's, a purveyor of marked-down designer clothing. Velvet Prada tuxedos and floor-length tulle ball gowns, at startlingly low prices, have been known to lurk among the racks. Frequent staples include Petit Bateau T-shirts, cashmere sweaters and soap and body products by Fresh. 2 South Park, (415) 882-4929.

## #2. Cable Cars

Powell and Market Streets. This is where you will find one of the cable car turntables which serve as the beginning stop for two lines. The Powell-Mason and the Powell-Hyde lines. The **Powell-Mason** line begins at the Powell/Market turntable, and the line runs from there up and over Nob Hill and down to Bay Street at Fisherman's Wharf. The **Powell-Hyde** line also begins at the Powell Market turntable and runs over Nob and Russian Hills (past Lombard St., known as the crookedest street) before ending at Aquatic Park near Ghirardelli Square. Both these lines end near Fisherman's Wharf, but at different areas, and the routes are different. In order to identify which line is which look for the sign on the sides of the cable cars and look at the maps at the cable car stops to indicate where you will end up.

Tickets for the cable car can be purchased at the turnarounds kiosk or from the conductor as you board.

**Cost:** \$6.00 each way. Adults and Youth (ages 5-17) - Cash Only

From Marriott Hotel:



Turn right out of the hotel and head towards Market St. Cross 4<sup>th</sup> and continue walking down Market Street to Powell. (Gap store on the corner) It is one long block. **Note:** San Francisco downtown blocks are long blocks. It will feel more like 3 normal blocks. If you get to Fifth Street, you have gone too far.

## #3. Union Square

Union Square is where you will find one of San Francisco's main retail, restaurant and cultural centers. Home to some of the largest collections of retail stores, department stores, boutiques, tourist shops, and art galleries. Union Square also refers to the actual park bordered by Geary, Powell, Post and Stockton streets.

From Marriott Hotel:



Turn right out of the hotel and head towards Market St. Cross Market St. (in front of the Ross store) 4<sup>th</sup> St. is now Stockton St. (Forever XXI store is on the corner). Walk straight up Stockton St.

Walk and see the sights in Union Square. Get a true big city shopping experience by walking the streets around the Union Square park. You will find everything from high-end department stores, shops and boutiques (such as Macy's, Neiman Marcus, Saks Fifth Avenue and Barney's New York) to affordable fashion and shoe stores (such as H&M and DSW). If your preference leans more toward indoor malls, visit the nine story Westfield San Francisco Shopping Centre (just up from the hotel on Market between Fourth and Fifth) where you can shop 'til you drop', <http://www.westfield.com/sanfrancisco>. You'll find anchor stores Nordstrom's (home of the famous circular escalator up to Nordstrom's entrance) and Bloomingdales along with many of the other national chain stores. If what you are looking for is not here then it doesn't exist. If all of this power shopping is making you hungry, have no fear. There is something for every taste bud. Looking for a quick and reasonable bite to eat? Stop by one of the concourse level dining establishments. Between the Food Court (\$) on the Nordstrom's side and the Food Emporium (\$+) on the Bloomingdales end there are over 40 possibilities for dining in the Westfield Shopping Centre. You will find everything from A-Z, even an organic grocery store (Bristol Farms). Not the Food Emporium type or looking for something different? Head back toward the square to find an old neighborhood hofbrau – Lefty O'Doul's

(\$\$) on Geary just past Powell. Be sure to check out the pictures hanging on the wall of San Francisco memorabilia, <http://www.leftyodouls.biz/> . If you are in the mood for Italian, Kuletto's (\$\$\$) on Powell between O'Farrell and Geary, <http://www.kuletos.com/> or Scala's Bistro (\$\$\$) on Powell between Sutter and Post, <http://www.scalasbistro.com/> are good choices.

#### #4. Embarcadero Center

Embarcadero Center is actually four identical buildings that sit between the heart of the downtown financial district and the bay. They house a combination of commercial offices and over 120 shops and restaurants. The stores range from local, independent retailers to names that are internationally recognized. The restaurants provide a diversity of cuisine and dining styles. The Embarcadero Center Cinema is a leading exhibitor of first-run art, foreign language and special interest films.

"The Embarcadero Center," as we say, is located between the Financial and Waterfront Districts running from Battery to Drumm Street, in between Sacramento and Clay Street. There are a total of five sections consisting of Embarcadero One through Five.

From Marriott Hotel:



Board the Muni "F" Historic Street cars that run along Market Streets. Head East toward the SF Bay. Off Board at Drumm St. (Hyatt Regency Hotel is on the left) Walk 1 block to Sacramento St.

*or just walk from your hotel*



Walk up to Market Street turn right and continue down to Drumm St. (20min walk)

**Taxi Fare:** ~\$8.73 (one way with tip) – 6 minutes

Shop, walk, Shop. The retail store hours are M-F 10am – 7pm. If you are in need of some liquid libations, stop into the Royal Exchange (\$\$) or Harringtons (\$\$) (corner of Sacramento and Front Sts.). One of my favorite Mexican restaurants is Orale' Orale' (\$\$) (corner of Sacramento and Drumm Streets). Stop by Fuzio Bistro (\$\$) for some great appetizers (Embarcadero One). For a nice Mediterranean style dinner with a great view of the Ferry Building and the Bay Bridge, try Sens (\$\$) (4 Embarcadero, Promenade Level), <http://www.sens-sf.com/> .

[www.embarcaderocenter.com](http://www.embarcaderocenter.com)

#### #5. The Haight Ashbury Experience

Haight St. and the Golden Gate Park Panhandle - Birthplace of the 1960's 'peace and love' movement, is currently a funky place for sightseeing (old hippies and street vendors), coffee shops, smoke shops, restaurants and bars.

"The Haight," as we say, is located in the middle of SF, just a few blocks down hill and around the corner from the world renowned 'University of California San Francisco Medical Center' at the eastern edge of Golden Gate Park near the Stanyan Street Entrance.

From Marriott Hotel:



Board the Muni 6 Bus- Market St. and Stockton St (Outbound) headed west. Off board at Masonic Ave & Haight St.



1 Block West from Masonic Ave. (2–5 min walk)

**Taxi Fare:** ~\$13.65 (one way with tip) – 14 minutes

Walk and sightsee Haight Street and the Panhandle. Don't miss the Red Victorian Peace Cafe, 1665 Haight St., part restaurant and part 'peace museum' (\$\$). Our other favorite restaurants; Cha Cha Cha, 1801 Haight St. (\$\$), Escape from NY Pizza - take out (\$), El Blazo Taqueria (\$\$). And, our favorite bar, "Kezar Pub and Restaurant", 770 Stanyon St. (\$\$). Afterwards, cross Stanyan St. at Haight St. into Golden Gate Park, following the walk way west, through the tunnel to Childrens playground, a spectacular location for kids and the famous 'hippy hill', which you can find on your own.

[www.lovehaight.org/welcome.html](http://www.lovehaight.org/welcome.html)

## #6. San Francisco Golden Gate Park

The Famed greenbelt in an otherwise urban city is home to outdoor concerts, museums, gardens, lakes, bike trails, a golf course, sports venues, and many other activities. On August 10 to 12, the annual "Outside Lands Music and Arts Festival" will be held, and thousands of concerts goers will converge on Golden Gate Park, at "Speedway Meadow" just east of the Polo field for three days of music, food and fun.

[www.sfoutsidelands.com](http://www.sfoutsidelands.com)

Lincoln Way and 9<sup>th</sup> Ave. – On the western edge of The City spanning more than 50 city blocks starting from Baker St. and bordered by the Pacific Ocean on the west, Fulton St. on the north, and Lincoln Way on the south.

From Marriott Hotel: [to the eastern End of Golden Gate Park]



Board the Muni 71 Bus – Market St. and Stockton St. (Outbound) headed west. Off board Lincoln Way and 9<sup>th</sup> Avenue



Start walking toward the park (4 min walk)

**Taxi Fare:** ~\$18.88 (one way with tip) – 20 minutes

On the east side of the Park, you can go to the "De Young Museum" ([www.deyoung.famsf.org](http://www.deyoung.famsf.org)) to view world class masterpieces or at the "California Academy of Sciences" visit Claude, the albino Alligator ([www.calacademy.org](http://www.calacademy.org)), both worthy venues to while away an hour or much more. In the same area is the "Japanese Tea Garden" where you can buy some tea and enjoy a walk in the beautiful gardens ([www.japaneseteagardensf.com](http://www.japaneseteagardensf.com)). And just around the corner you can stop by the "Strybing Arboretum" and visit the bookstore/gift shop or the library for children's story time at 10am. Head west a ¼ mile, near the middle of the park, to "Stow Lake" and "Strawberry Hill", rent a 4 person paddle boat at the boathouse, but keep an eye out for an eerie vision of *The Lady of Stow Lake* ([www.golden-gate-park.com/stow-lake-ghost.html](http://www.golden-gate-park.com/stow-lake-ghost.html)).

From Marriott Hotel: [to the western end of Golden Gate Park]



Board the Muni 38L west Bound (Across from Neiman Marcus) off board at corner of 48<sup>th</sup> Ave. and Point Lobos Avenue.



Walk to Cliff House (6 min walk)

**Taxi Fare:** ~\$18.88 (one way with tip) – 20 minutes

On the west side of Golden Gate Park are many wide open and wooded areas where you'll find; a herd of wild buffalo, the famous polo field, 100 year old wind mills and of course access to Ocean Beach; sand dunes, big waves (be careful out here!) and mostly fog (unless we get one of those glorious sunny summer days – 20% chance of sun in August). While out at the beach, you can visit Beach Chalet, 1000 Great Highway, for breakfast, lunch, dinner or cocktails with ocean views ([www.beachchalet.com](http://www.beachchalet.com)), and on Tuesday and Friday evenings, you can enjoy live music there. Two of our favorite restaurants at Ocean Beach are; the "Cliff House" and the "Terrace Room" (same building), 1090 Point Lobos Ave., fine dining with spectacular views (on some days the fisherman just out the window are catching Pacific Snapper that's on the menu!) [www.golden-gate-park.com](http://www.golden-gate-park.com)



## #7. The Presidio

For 218 years, the Presidio served as an army post for three nations. World and local events, from military campaigns to World Fairs and earthquakes, left their mark. Come enjoy the history and the natural beauty of the Presidio. Explore centuries of architecture. Reflect in a national cemetery. Walk along an historic airfield, through forests or to beaches, and admire spectacular vistas.

From Marriott Hotel:



(MUNI) buses serve the Presidio via the 28, 29 and 43 lines

To get to the Visitors Center:



Walk to Market, cross the street and continue up Stockton St. about two blocks to Geary.



Take the (Muni) 38 Geary or 38L (Geary Limited) all the way out to Geary Blvd. and Presidio Ave. (15 min). Transfer to the (Muni) 43 Fillmore into the Presidio, off boarding at Letterman Dr. and Lincoln Blvd.



Walk along Lincoln Blvd. until you get to the visitor's center (about 10 minutes)

**Taxi Fare:** ~\$22.56 (one way with tip) – 21 mins

On the Presidio's almost 1500 acres you'll find plenty of places to get your nature on. We have three favorites: 1) [Presidio Habitats](#). Dotted around the Fort Scott area of Presidio, the Presidio Habitats is a series of 11 outdoor art installations. Each one of them is dedicated to an animal in the Presidio, and as a group they celebrate the "wild Presidio". Start at the exhibition Pavillion to get a map and instructions for the self-guided cell phone tour. 2) [Baker Beach](#). The ultimate urban beach—views to the Pacific Ocean horizon on one side and the Golden Gate Bridge on the other, and a perfect picnic spot. Please note, the east end of the beach is clothing optional and even on the chilliest of summer days, it's populated. After a day in nature, you're going to need to eat! Here are two options in the Presidio: [Presidio Social Club](#). California comfort food is what it's all about at the PSC. Housed in former enlisted men's barracks, the Presidio Social Club is beautifully renovated with a communal table constructed from a tree trunk and a marble bar with comfortable stools. We love the dungeness crabcake sliders, chicken liver pate, and the gruyere cheese toasts with tomato dip. [La Terrasse](#). A French accent in the all-American Presidio, La Terrasse's French bistro menu should warm you up on a foggy day, and replenish your reserves (hello pommes frites!). Both the Presidio Social Club and La Terrase offer extensive cocktail menus and wine lists. [The Warming Hut Bookstore & Cafe](#). It's known for their coffee and sandwiches, soups and snacks, but this is also a great place to pick up a memento of your day in the Presidio. 3) **Hike to see the Statue of Yoda at the Presidio**. Hike a few trails in the Presidio and end at the statue of Yoda. Of all the other cool hikes done in the Presidio, the Yoda statue seems to get people most excited. To make the hike a little bit longer and better exercise, first go through some other trails like the Ridge Trail and the Ecology trail as well. **Start your walk at:** Arguello and Jackson St. near the San Francisco Presidio Golf Course.

<https://www.nps.gov/prsf/index.htm>

## #8. San Francisco Chinatown

Visit the largest Chinatown in the US, just a few blocks from the hotel.

Grant St. from Bush St. to Broadway – Comfortably placed between Nob Hill on the west and the Financial District on the east, this colorful district spans nearly 20 city blocks!

From Marriott Hotel:



Board the Muni 30 Stockton Bus – Market St. and Third St. (Outbound) Off board Stockton and California St. (walk 1 block down to Grant St and you'll be in the heart of Chinatown)



or walk there. Leave the hotel, cross over Market St. and turn right. Walk about one block to Grant St. Turn left on Grant and the Chinatown Gates are four blocks ahead. (10-15 minute walk)

**Cost:** FREE!

**Taxi Fare:** ~\$5.99 (one way with tip) – 4 minutes

Chinatown is a fun, vibrant and busy section of The City. You can find everything from Chinese herbs to reasonably priced San Francisco souvenirs. There are lots of places to buy jewelry, (especially pearls and jade) or you may want a knock off bag or a new wok. Grant Ave. and the streets that run between Grant and Stockton St. host a plethora of restaurants and shops. Every level of dining is available, stop in for some Dim Sum at one of the local bakeries or a lunch or dinner at one of the many restaurants. Stockton Street runs parallel to Grant and has many of the Chinese markets where the locals shop for groceries and dry goods. With its close proximity to the hotel and its place in San Francisco history and culture, be sure to include a visit to this unique neighborhood.

Here are a few recommendations:

For Dim Sum: City View restaurant, 662 Commercial St. (Between Kearny and Montgomery and between Sacramento and Clay). Price is moderate and the dim sum is great.

For authentic Won Ton soup: Hon's Wun Tun House on Kearney between Clay St and Commercial. This is a true hole in the wall spot with terrific won ton soup and cheap prices (\$). We always get won ton soup and a side of Chinese greens.

The restaurant that President Barack Obama stopped at: Great Eastern Restaurant, 649 Jackson St. (between Kearney and Grant)

One of our favorites: R&G Lounge, 631 Kearney, between Clay and Sacramento. The food is good, environment is nice and prices are reasonable (\$\$).

[www.sanfranciscochinatown.com](http://www.sanfranciscochinatown.com)

## #9. North Beach

North Beach – San Francisco's Italian Neighborhood



Walk to 3<sup>rd</sup> St. and Stevenson St. (one block from the hotel between Market and Mission) for the Muni 8X bus for 3<sup>rd</sup> and Market for the Muni 30 Stockton bus.



Board the Muni 8X or 30 Stockton bus towards Fisherman's Wharf. Off board at Union and Columbus.



Walk to 3<sup>rd</sup> St. and Market St. Cross Market to Kearny and walk up Kearny through the Financial District (about 5-6 blocks) to Columbus. Turn left on Columbus and once you cross Broadway, you are officially in North Beach.

**Taxi Fare:** ~\$7.97 (one way with tip) – 7 minutes

Italian restaurants, delis and bakeries are abundant. The smells of Italian cooking perfume the air in "Little Italy." Shoppers on Grant Avenue and Green St. find trendy boutiques; along with the old "standbys" the French-Italian Bakery and Caffè Trieste still hold their own. On Columbus Avenue, you'll find the legendary City Lights bookstore, Italian pottery shops, a scrumptious-smelling deli and Chef Jean-Marc Gorce's handmade chocolate truffles. It's mellow here during the day, but after dark, Columbus Avenue lights up and the atmosphere becomes quite festive.

(<http://gocalifornia.about.com/cs/sanfrancisco/a/northbeach.htm>).

Just a couple of recommendations for restaurants that we've been to over the years (reservations are recommended unless you're going very early for dinner):

Mona Lisa is a fun, traditional Italian restaurant, moderately priced with a décor of, you guessed it, Mona Lisa (on the walls, ceilings, statuary). On Columbus near the corner of Vallejo. 353 Columbus Ave. ([www.monalisasf.com](http://www.monalisasf.com)).

Original Joes is a quintessential San Francisco dining experience. With its signature red leather booths, legendary smooth cocktails, and renowned Italian American menu, Joe's has come to signify its own Northern Californian category of food and symbolizes classic Italian American comfort food at its finest.

Newly opened on the famed Washington Square in North Beach this is a great place to go for dinner before Beach Blanket Babylon. 601 Union St., (between Stockton and Columbus). ([www.originaljoessf.com](http://www.originaljoessf.com))

## #10. Lombard Street and Coit Tower

### Lombard Street – “Crookedest street in the world”



Walk to Powell St. and Market St.



Board the Cable car Powell-Hyde towards Hyde & Beach. Off board at Hyde St. & Lombard St. (You'll be at the top of the hill).

Lombard Street is best known for the ¼ mile section that runs between Hyde Street and Leavenworth Street. Because the steep hill was too difficult for most vehicles at the time to climb and was a hazard to pedestrians, this section of the street was designed with 8 switchbacks. The twisty design of Lombard Street was suggested by the property owner, Carl Henry, and implemented in 1922. Paved with beautiful red bricks and lined with lots of bushes and flowers, Lombard Street is a must see!

Taking the cable car will afford you the unique opportunity of walking down Lombard Street to admire the great homes and gardens without the worry of navigating the streets by car. Once down, you're only a few short blocks from North Beach (**See “On Your Own Tour” #9**) and lots of transportation back to the hotel. (via Muni 8X Bayshore or 30 Stockton buses)

### Coit Tower – Views of San Francisco



Walk to 3<sup>rd</sup> St. and Stevenson St. (one block from the hotel).



Board the Muni 8X bus towards Fisherman's Wharf. Off board at Union and Columbus. Cross the street and on board the Muni 39 bus towards Coit Tower.



Or walk from the hotel. From the hotel, turn right on Market and walk down one block to Third St. Turn left, cross Market to Kearny and continue up Kearney. Walk UP the hill until you see the steps leading up to the tower at the end of Kearny about two blocks past Broadway. The steps will take you the rest of the way. There are also two sets of steps that climb up to the tower from the east side. The Filbert steps (better) and the Greenwich steps are both named after the streets that lead onto them.

**Taxi Fare:** ~\$9.97 (one way with tip) – 8 minutes

Coit Tower is a white concrete column located at the top of Telegraph Hill. This tower was built in 1933 and was named for Lillie Hitchcock Coit, an eccentric patron of the city's firefighters. When she passed away in 1929, she left a substantial amount of money “for the purpose of adding to the beauty of the city I have always loved.” The murals inside the tower's base were painted in 1934 by a group of artists employed by the Public Works of Art Project, a precursor to the Works Progress Administration (WPA), and depict life in

California during the Depression and are a must see. From the top of the tower on the observation deck (**Cost: \$6** (elevator ride)), you have beautiful panoramic views of the entire city, including the Golden Gate Bridge and the Bay Bridge, so don't forget your camera! Even if you don't take the elevator up great views await you from the park surrounding the tower. Three of the bridges that cross the bay can be seen along with great views of the surrounding city, and the islands in the bay: Alcatraz, Angel Island and Treasure Island. If you choose to climb up Telegraph Hill (daunting but doable), you may glimpse the flock of parrots roosting along the Grace Marchant gardens taking you up the face of Telegraph Hill from the east bay side. The wild parrots were made famous in the 2005 film "The Wild Parrots of Telegraph Hill."

### #11. Pier 39 / Fisherman's Wharf

Pier 39 and San Francisco's Fisherman's Wharf offer a festive shopping, dining, and entertainment destination featuring 110 specialty shops, theatrical performances, carnival rides, cruises, an aquarium, and 12 full-service restaurants serving seafood, California cuisine, Italian cuisine, among others.



Walk up 4<sup>th</sup> Street two blocks to Market St. (1 min. walk)



Board the Light Rail "F" towards Fisherman Wharf via Downtown (28 min. ride with 13 stops). Exit at Beach St. and Embarcadero at Pier

**Cost: \$2.00** Duration of the ride is 28 minutes. to Pier 39.

Visit the famous "Bubba Gump Shrimp Co. Restaurant & Market," which offers quality seafood and showcases memorabilia from the movie "Forrest Gump." ([www.bubbagump.com](http://www.bubbagump.com).) For another mouthwatering experience, try "The Crab House," known for its garlicky Killer Crab and crab enchiladas. ([www.crabhousehouse39.com](http://www.crabhousehouse39.com).) While at the Wharf, don't miss the chance to sample the fresh, sumptuous Dungeness crab or clam chowder served in a sourdough bread bowl. After dining on the Pier, walk along the Wharf and visit the Sea Lions or enjoy some live entertainment by performers along the city streets, or you can take a ride on a Carousel.

**Taxi Fare:** ~\$12.37 (one way with tip) – 10 minutes

[www.fishermanswharf.org](http://www.fishermanswharf.org)

or

[www.SanFrancisco.com](http://www.SanFrancisco.com)

### #12. The Castro

Castro- San Francisco's Gay Neighborhood



Walk to Market St. and take the F Streetcar up Market to Castro St. (end of the line about 12 blocks)



Walk to Powell St. Metro station, enter the Muni side and take the K, L or M outbound cars to the Castro station (quicker but underground). Exit the station and walk up to Castro and Market

**Taxi Fare:** ~\$14.66 (one way with tip) – 11 minutes

Sweeping views and grand Victorians, pride of place and person coalesce in an area embracing the "gay capital of the world." This colorful and cohesive neighborhood has lots of restaurants, bars and novelty shops. The street comes alive at night and hosts an active and vibrant night life scene. <http://www.sfgate.com/neighborhoods/sf/castro/>.

Try a few of our favorite places to get a bite to eat.



Bisou. Situated in the heart of the Castro (at Market and Castro St.) in San Francisco, Bisou, "petit baiser," in English "Kiss," is bringing traditional French cuisine in a new style based on locally and organically grown products. (Reservations recommended) ([www.bisoubistro.com](http://www.bisoubistro.com)).

L'Ardoise Bistro. A very traditional bistro is located right in the center of the quaint, tree-lined stretch of Noe Street in the heart of the Duboce Triangle. Simply presented, well-executed dishes are complimented by an approachable wine list. Don't miss this neighborhood treat. (Reservations recommended). 155 Noe St. ([www.ardoisesf.com](http://www.ardoisesf.com))

Catch Restaurant. This seafood restaurant features reasonable prices and outdoor dining. Dine here for great food and a great place to people watch. 2362 Market St. (between Castro and 16<sup>th</sup>) ([www.catchsf.com](http://www.catchsf.com))

Orphan Andy's. Here is an inexpensive place for getting a greasy burger to fill that late night craving or going out for breakfast in the morning. Orphan Andy's is an open all night, no fuss diner located in the Castro District. 3991 17<sup>th</sup> St.

### #13. Angel Island

Angel Island offers expansive views of the San Francisco skyline, the Marin Headlands and Mount Tamalpais. The island was once used as a foraging sight for the Miwok Indians, a military installation, Fort Dowell, in the 19<sup>th</sup> century, and a detention sight for the Japanese and German POWs during WWII. Through the 1940's, the island served as an immigration entry point and station that processed approximately 1 million Asian immigrants, sometimes know as "The Ellis Island of the West." Today, you can enjoy picnics, bike tours, and even Segway Tours throughout the entire island. Angel Island is now a State Park and a federally designated National Historic Landmark for everyone to enjoy.

From Marriott Hotel:



Walk north on 4<sup>th</sup> Street two blocks to Market St. (1 min. walk)



Board the Light Rail "F"- Market and Wharfs towards Wharf via Downtown. Exit at Embarcadero Bay St. at Pier 41 and board the Blue & Gold Fleet

**Taxi Fare:** ~\$11.97 (one way with tip) – 9 minutes

Access to the Island is by private boat or public ferries leaving from SF or Tiburon

[www.blueandgoldfleet.com](http://www.blueandgoldfleet.com)

### #14. Yerba Buena Ice Skating and Bowling Center

Visit the city's only year-round ice skating center in the heart of downtown San Francisco on the roof of Moscone Convention Center. The ice skating and bowling center at the Yerba Buena Gardens features an eclectic array of distinctive architecture and public art, fountains, a prominent waterfall, restaurants, entertainment and a variety of galleries and museums. There are plenty of open spaces for relaxing.

Location: 750 Folsom St. (Between 3<sup>rd</sup> and 4<sup>th</sup> Streets). (415) 820-3541



Turn left once you exit the hotel. Go down 1 1/2 blocks to Howard St. Cross over Howard St. There is a children's carousel in front of the entrance to the skating and bowling center.

<http://www.skatebowl.com/>

## #15. Golden Gate Bridge Bicycle Ride

You'll experience one of the most beautiful, exhilarating, 8 mile bicycle rides anywhere in the United States!

**Total cost: \$54.00** (cable car ride, bike rental, Ferry boat trip)

The excursion begins with a cable car ride (**See "Own Your Own Tour" #1**), round trip is \$12.00, on the Hyde St. line, from the Powell St. station (near hotel) to "Blazing Saddles" bike rentals, near Aquatic Park. Bike rentals cost is \$32.00 for the full day and you will receive a detailed map with directions for your ride. Get on the bike, ride the trail past the Marina Green, Crissy field, the San Francisco Presidio, up onto the deck of the Golden Gate Bridge, the bicycle only side. The views along the way are spectacular and there are only two modest hills about 1/4 mile each. You will ride and sightsee across the bridge and descend the last mile down to the 'hamlet' of Sausalito, where you will find wonderful restaurants and cafes for lunch and shopping, before you board the Ferry boat with your bike for a 30 minute cruise across San Francisco Bay. The Ferry ticket is \$10.00 which you will buy in Sausalito at the Ferry terminal. You land at pier 41 or Ferry Plaza (depending on which Ferry you choose) in San Francisco for the short ride back to "Blazing Saddles." Return your bike and hop on the cable car for the ride back to the hotel. Allowing time for sightseeing and lunch in Sausalito, the whole trip will take about 5 hours.

**Taxi Fare:** (to bike rental) ~\$10.56 (one way with tip) – 9 minutes

[www.blazingsaddles.com](http://www.blazingsaddles.com)

## #16. Alcatraz Tour

### Alcatraz Island: An Inescapable Experience

Adult Ticket Prices: Day Trips \$26.00 each Night Trips \$33.00 ea.

Duration: You are free to stay as long as you like. Average time spent is 2 to 2 1/2-hours.

Experience the legendary island that has been a civil war fort, a military prison and one of the most notorious federal penitentiaries in US history. You will leave from Pier 33 aboard the cruise boat. The boats leave every half hour for a 30 minute ride to the rock. Once there you will receive the award-winning Alcatraz Cellhouse Audio Tour which brings history alive through actual voices of the correctional officers and inmates who lived on the island during the infamous Federal Penitentiary era on a 45 minute audio head-set. This is where you will begin your walk through and step back in time to learn and experience this island. Along with the audio presentation there will be a video presentation. Enjoy the breath-taking views of San Francisco as well as walk through the historic gardens and view the wildlife.

From Marriott Hotel



Walk up to 4<sup>th</sup> Street two blocks to Market St. (1min. walk)



Board the Light rail "F" towards Fisherman's Wharf via Downtown (23 min. ride/ 12 stops). Exit on the Embarcadero & Bay St at Pier 35.



Start walking toward the pier 33 (You will see a big sign for Alcatraz ferries)

**Taxi Fare:** ~\$11.47 (one way with tip) – 9 minutes

[www.alcatrazcruises.com](http://www.alcatrazcruises.com)

## #17. Cruising the San Francisco Bay

Here are three ideas for ways to see the San Francisco highlights from the bay:

1. Cruise the bay on the Blue and Gold fleet (Pier 39) Without the bay, San Francisco wouldn't be San Francisco. And your trip to San Francisco isn't complete without a cruise on the Bay. Blue & Gold Fleet is proud to operate the largest, safest and most environmentally friendly fleet and we are committed to making your experience with us fun and memorable. They have large boat tours and Rocket Boat tours. Visit their website for information, schedules and pricing.  
<http://blueandgoldfleet.com/sightseeing-tours/water-sightseeing-tours/>



Take the "F" Streetcar from 4th and Market around the Embarcadero to Pier 39.

**Taxi Fare:** ~\$12.37 (one way with tip) – 10 minutes

2. Hornblower Supper Club Cruise: 7-10:30 PM. For an extra special treat, sign up for a cruise on the San Francisco Bay. Leaving from San Francisco's Pier 3 (next to the Ferry Building), Hornblower's Supper Club Cruise will whisk you away for an evening on the water. Starting off with a complimentary glass of champagne, you move on to a delectable assortment of small plate items. Various food stations include Latin foods, carved roast beef, mashed potato bar, local vegetables, Italian pasta, fresh breads and tasty desserts. From there, it's out to the deck for music and dancing in view of the TransAmerica Pyramid, Coit Tower, Golden Gate Bridge and other San Francisco sights. Don't miss this unique San Francisco experience!  
<http://www.hornblower.com/hce/port/overview/sf+supperclub>



Take the "F" Streetcar from 4<sup>th</sup> and Market to the Ferry Building at the Embarcadero. Or you can walk down Market to the Ferry Building (about 8 blocks). The terminal is behind the Ferry Building at Pier 3

**Taxi Fare:** ~\$7.97 (one way with tip) – 7 minutes

3. For the more adventurous at heart, experience the San Francisco by sailing on the beautiful San Francisco Bay on a catamaran with Adventure Cat Sailing Charter. Their legendary sunset sails and relaxing afternoon Bay cruises are the perfect way to see the breathtaking San Francisco cityscape and San Francisco's top sightseeing attractions.  
<http://www.adventurecat.com/>



Take the "F" Streetcar from 4<sup>th</sup> and Market around the Embarcadero to Pier 39.

**Taxi Fare:** ~\$12.37 (one way with tip) – 10 minutes

**San Francisco is a city, a style and a way of life.**

**We have given you a list of a few of our favorite spots,  
but we encourage you to find a few of your own!**

*Welcome to San Francisco and enjoy your stay.*